

# Khaleej Times

11 September, 2018

## Live radio commentary for Asia Cup in the UAE

### KT Report

DUBAI — Channel 2 Group Corporation — holder of audio rights for the Unimoni Asia Cup — will make LIVE cricket commentary available to listeners in the UAE.

This was announced on Monday at a press conference attended by legendary Indian cricketer Kapil Dev. Ajay Sethi, chairman of Channel 2 Group Corporation and Abdulla Mohammad Al Murad, chairman of Al Murad Group.

Al Murad Group enjoys a decade and half old partnership with Channel 2 Group Corporation.

During the Asia Cup in the UAE, listeners will enjoy ball-by-ball action as it happens, along with chances to win some fabulous prizes. The LIVE broadcast will take place on 89.1 Radio 4 FM in Hindi and English; with regular updates on Gold 101.3 FM in Malayalam.

“We are delighted to continue our partnership with the Channel 4 Radio Network. They share our vision to widen our reach to all cricket fans here in the UAE and are thrilled to provide LIVE coverage of the Unimoni Asia Cup,” Sethi said at the press conference on Monday.

“With the establishment of Cricket Radio over a decade ago, we are confident that we will continue to grow as world-class pioneers and providers of Live audio cricketing action,” he added.

Al Murad said he was proud to continue the partnership with Channel 2 Group Corporation.

“We are proud of our long-term association with Channel 2 since 2003 and are excited to once

again bring LIVE cricketing action to all cricket lovers in the UAE. Our journey with Channel 2 continues,” he said.

The Asia Cup will take place in Abu Dhabi and Dubai from September 15-28. The tournament will feature six teams — India, Pakistan, Sri Lanka, Afghanistan, Hong Kong and Bangladesh — and will include a total of 13 matches.

The much-awaited match between India and Pakistan will take place on September 19.

Hailing Channel 2 Group Corporation’s partnership with Al Murad Group, Kapil Dev said: “Partnerships are always important. Well done both of you. I hope you will keep entertaining us. Also I will be very happy to see a good Asia Cup in the UAE. I wish all the teams good luck. Hope it’s going to be a great tournament. I have no doubt that the tournament will give us the best pitches and the best matches.”

The UAE is home to the ICC and continues to be a hub for international cricket just like India and Pakistan. The country boasts some of the best cricket stadiums in the world in Dubai, Abu Dhabi and Sharjah. Each of them have hosted many international matches over the years.

# 15TH

September is the start of the Asia Cup cricket tournament